

From: George Morino/=TMS/Toyota. Sent:9/25/2007 9:38 AM.  
To: [ - ] Mike Chevedden <chevedden@imagespm.com>@TMSVEN.  
Cc: [ - ] David Montelongo <david\_montelongo@toyota.com>;David Stovall <david\_stovall@toyota.com>;"Joan J. Marino" <Joan\_Marino@imagespm.com>;Kirk Forsht <Kirk\_Forsht@toyota.com>;"Mark T. Kubota" <Mark\_Kubota@toyota.com>;Richard\_Jung@toyota.com;Wayne Hutchinson <wayne\_hutchinson@toyota.com>.  
Bcc: [ - ] .  
Subject: CONFIDENTIAL .

Mike:

We greatly appreciate your help. Here is the schedule we have been working off of for our executives. They are very anxious about this issue due to the alleged issue and the number of vehicles involved.

Thanks!

Wednesday, September 26th  
LaunchTiming (Pacific Time Zone)]  
07:00 am Toyota files with NHTSA  
07:00 am Electronic (e-mail) notification to Regions/Areas by Compliance/Lexus  
08:00 am Dealer Daily Posting  
05:00 pm Hardcopies (Region and Dealer) sent by Overnight UPS to arrive 09/27/07

Thursday, October 4th  
LaunchTiming (Pacific Time Zone)]  
Mail ALL Owner Letters for 70F and 7LB in ONE drop.

George Morino  
National Manager  
Quality Compliance Department  
Product Quality and Service Support  
Toyota Motor Sales, U.S.A., Inc.  
Tel. 310-468-3392  
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Mike Chevedden <chevedden@imagespm.com>  
09/25/2007 08:09 AM  
To Wayne Hutchinson <wayne\_hutchinson@toyota.com>, David Montelongo <david\_montelongo@toyota.com>, George Morino <george\_morino@toyota.com>, "Mark T. Kubota" <Mark\_Kubota@toyota.com>, Richard\_Jung@toyota.com, Kirk Forsht <Kirk\_Forsht@toyota.com>, "Joan J. Marino" <Joan\_Marino@imagespm.com>, David Stovall <david\_stovall@toyota.com>  
cc  
Subject 70F/7LB mail drop report

FYI for your review.

Please keep me posted as to plans to mail all drops on 10/4/07.

USTT may mail after that date. Please advise if that is an issue.

Mike

Subject: RE: mail counts

Here are the summary counts including USTT and DNM. The "first" states are in drops 1-4 for both Toyota and Lexus.

7LB 111,485

70F 583,394

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